CABLE TV INDUSTRIES

- Cable TV Industries to buy S.A.L.
- Prime Cable/Cable America team in Atlanta
- TVSM previews The Preview Channel
- Oregon common carrier battle intensifies

CableVision

The news and features weekly of the cable television industry July 25, 1983 $3.00

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Oregon regulatory battle

Cablesystems Pacific, of Portland, Ore., and Pacific Northwest Bell are involved in a tussle over regulating data transmissions. The Oregon legislature rejected a measure to subject such services to state regulation, while attorneys are asking the U.S. Justice Department to examine the issue. **Leading the week, pages 17-20.**

TVSM tests Preview Channel

The Preview Channel, a video service composed of customized system schedules and satellite-fed program clips, is being test marketed by program guide publisher TVSM for a rollout nationally next January. **Leading the week, pages 17-20.**

Weather Channel's future

The future of The Weather Channel takes a stormy turn in the wake of a lawsuit filed by majority owner Landmark Communications against TWC creator, Chairman and President John Coleman. **Leading the week, pages 17-20.**

St. Paul mayor vetoes award

The mayor of St. Paul vetoed the City Council's decision to award the city's franchise to Nor-West Cable Communications Partnership, a group of local investors who have a management contract with MetroVision. **Leading the week, pages 17-20.**

TeleFirst's film credit plan

ABC is considering a plan by which its TeleFirst pay TV subscribers will receive credits for films that they choose not to view. **Leading the week, pages 17-20.**

'SportsCenter' reformatting

ESPN's news and highlights show trimmed to five- and 15-minute segments on weeknight versions. **Page 26.**

MTV undaunted by spin-offs

WTBS' *Night Tracks* scores higher ratings in time period; MTV concerned with overall schedule. **Page 26.**

S.A.L. Cable deal

Cable TV Industries reaches agreement to buy equipment distributor for $7.2 million. **Page 70.**

Atlanta-area partnership

Cable America and Prime Cable Corp. of Austin, Texas, to manage 105,000-subscriber cluster. **Page 70.**

Line-of-sight laser

General Optronics Corp. unveils transmission system that delivers signals from one high-rise to another. **Page 75.**

Revamping AT&T

Judge Greene gives BOCs rights to Bell name and logo, seeks to curb phone rate increases. **Page 76.**

Harris leaves FCC

Mass Media Bureau chief joining Metromedia; Smith named Common Carrier chief. **Page 76.**

Return-loss test fights piracy

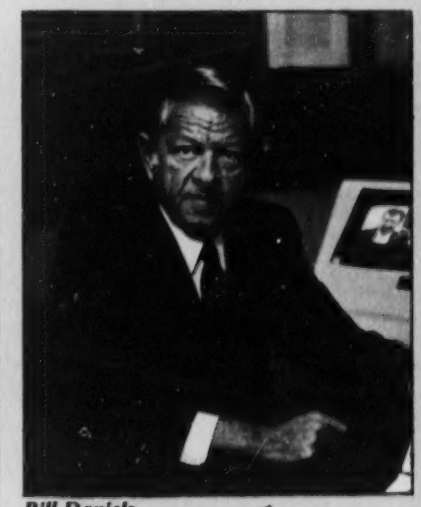
Heritage Cablevision system in Iowa adapts old test procedures to gain probable-intent-to-steal evidence. **Page 80.**

Ads that fit the format

J. Walter Thompson-sponsored seminar stresses advertisers want programs to showcase their products. **Page 81.**

About the cover

Bill Daniels, president of Daniels & Associates, is interviewed this week by Victoria Gits in *CableVision Plus*. Cover illustration by J. Arthur Kenefick.



Bill Daniels

This week in PLUS

On Daniels & Associates' 25th anniversary, *Plus* looks at the business that Bill Daniels built—and at the man who created the company. With a rare combination of drive, foresight, entrepreneurism, salesmanship, generosity and a strong belief in cable's future, Daniels managed to build a strong business in a then unheard-of field. He convinced people again and again to invest their money in cable when it was thought of by most as just another fly-by-night scheme. He spotted top talent—and both his job offers and personality drew and kept that talent. When Bill Daniels decided that cable was it, he never thought twice. And he says the boom isn't over: "It's not too late to get into the cable business." Pages 35-66.

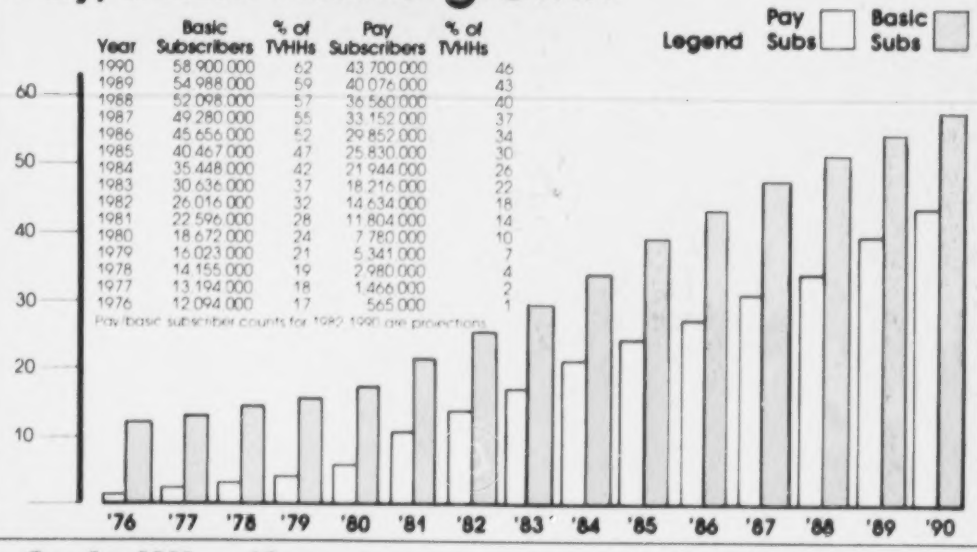
Cable stats

Pay/basic cable growth

Source: ICR, Cable Information Service

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections.



Cable barometer

Television households (TVHH) 83,900,000
Homes passed by cable (HP) . 51,019,700
Percent of TVHH passed by cable 60.8%
Basic cable subscribers . 28,933,300
Percent of TVHH with basic cable 35.7%
Percent of HP with basic cable 56.7%
Pay cable subs 16,800,000
Percent of TVHH with pay cable 20.2%
Percent of HP with pay cable 32.9%
Percent of basic subs with pay cable .. 58.1%

Satellite lineup

Satcom III-R (RCA Americom)

	Transponder
ACSN—The Learning Channel	16
AP News Cable	6
ARTS (Hearst/ABC)	1
Bonneville's Easy Listening (audio)*	3
C-SPAN	19
Cable Health Network	17
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Daytime (Hearst/ABC)	22
Dow Jones Cable News (text)	
(United Video)	3
(Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word	18
HBO (East)	24
(West)	13
HTN	16
Lifestyle (United Video/audio service)	3
Moody Bible (United Video/audio service)	3
The Movie Channel (Warner Amex)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	16
Nickelodeon	1
PTL	2
Quotrader (text)*	6
Reuters News View (text)	18
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Spotlight	4
Showtime (East)	12
(West)	10
Sunshine Entertainment Network (audio service)	2
UPI Cable News (text)	6
UPI Customized Cable News (text)	6
USA Network	9
(during blackout)	22
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)

	Transponder
American Network	19
Bizniet (Viacom)	15
Bravo (ESPN)	6
Eros	2
ESPN (West)	6
Financial News Network (CBS)	2
GalaVision (SIN)	23
KKGO-FM	17
National Christian Network (daytime)	7
Playboy (evenings)	7
QUBE (Warner Amex)	11
SCAN	3
SIN	1
SPN	3
Sunshine Entertainment Network (audio service)	7
Time Teletext (HBO/text)	18
Trinity	17

Satcom V—Launched 4th quarter 1982, no cable
Satcom I-R—Launched April 7, 1983, transponders have not yet been allocated, operational June 1, 1983
Satcom II-R—Projected launch December 1983

Westar IV (Western Union)

	Transponder
AmSat	5D
AmSat/Digital Traffic	6X, 7D
Bonneville Satellite	3D, 12D, 12X
Cable News Network News Feeds	8X
Hughes Television Network	1D, 1X
Wold Communications	6D

Westar V (Western Union)

	Transponder
AmSat/DCM	7D
ARTS (Hearst/ABC)	12X
BET	12X
Daytime (Hearst/ABC)	12X
Digital Communications Corp.	11X
The Disney Channel	5X, 6X
Group W Satellite Corp.	11D, 12D
Hughes Television Network	1D, 5D
Nashville Network	9D
Satellite News Channel	8D
Incoming Feeds	9X
Regional Feeds	4X, 7X, 8X
National Feeds	6D
Wold Communications	3D
WOR	2D

Comstar D-4 (AT&T/GTE)

	Transponder
Country Music Television	9H
ESPN	7V

Galaxy I (Hughes Communications)—Launched June 28, 1983, expected to be operational by August 1983, 24 transponders 4/6 GHz. Transponders reserved: Time Inc. (6), Westinghouse (4), Turner Broadcasting (2), Times Mirror (2), Viacom (2), SIN (2), C-SPAN (1)
Galaxy II—Projected launch September 1983, 24 transponders, 4/6 GHz
Galaxy III—Projected launch Summer 1984, 24 transponders, 4/6 GHz

Spacenet I (Southern Pacific Satellite Co.)—Projected launch April 1984, 18 transponders 4/6 GHz, 6 transponders 12/14 GHz. Transponders reserved: SSS (3), Pop Network (3), SIN (1½), Landmark Communications (1), Bonneville International (2½), Southern Baptist Convention (1), Radio and TV Commission (also Southern Baptist Convention) (1), United Video (1), Midwest Communications (1), Double-B Enterprises (1), Rainbow Communications (1), NBC (1), Cox Communications (1), Bifalink (1/2), Southern Pacific Communications Co. (3½)
Spacenet II—Projected launch August 1984, 18 transponders 4/6 GHz, 6 transponders 12/14 GHz
Spacenet III—Presently being built

Note: A company name in parentheses following a service or network designates the transponder holder.
* Designates a service new to the chart
Source: ICR, Cable Information Service

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc.[1]	2,288,000	
2	American Television and Communications Corp.	2,198,200	(3/83)
3	Group W Cable	1,976,712	
4	Cox Cable Communications Inc.	1,376,788	
5	Warner Amex Cable Communications Inc.	1,300,000	(4/83)
6	Storer Cable Communications	1,228,977	(3/83)
7	Times Mirror Cable Television	830,344	(4/83)
8	Rogers UA Cablesystems	763,668	(5,83)
9	Newhouse Broadcasting[2]	751,625	
10	Continental Cablevision	664,000	(4/83)
11	Viacom Cablevision[3]	661,982	
12	United Cable Television Corp.	596,076	(5/83)
13	Sammons Communications Inc.	549,890	
14	TeleCable Corp.	360,091	
15	Heritage Communications	342,592	
16	Cablevision Systems Development	316,000	(5/83)
17	Capital Cities Cable Inc.	314,283	(11/82)
18	General Electric Cablevision	314,000	
19	Comcast Cable Communications	304,000	
20	Liberty Communications	262,232	
21	Wometco Communications	245,934	
22	Jones Intercable Inc.	237,330	(7/83)
23	Tele-Media	232,500	(4/83)
24	Daniels & Associates Inc.	227,000	
25	TCA Group	222,512	
26	Multimedia Cablevision Inc.[1]	212,085	
27	Maclean Hunter Cable TV Ltd.	208,723	(5/83)
28	Century Communications Corp.	198,000	
29	Service Electric Cable TV Inc.	189,500	
30	Colony Communications Inc.	170,861	(4/83)
31	Centel Cable Television Co.	162,156	(5/83)
32	Western Communications	153,820	
33	Prime Cable Corp.	146,788	
34	Harris Cable Corp.	144,708	(3/83)
35	Rollins Cable Vue Inc.	143,100	(5/83)
36	McDonald Group	139,585	
37	Cablentertainment Inc.	139,006	(4/83)
38	Tribune Cable Communications	138,425	
39	Cable America	132,000	
40	Sutton Capital Group[4]	120,514	(3/83)
41	Communications Service Inc.	120,371	(3/83)
42	Harron Communications Corp.	114,631	
43	Midwest Video Corp.	114,615	(12/81)
44	Adams-Russell Telecommunications	110,000	
45	Cable Vision Industries	106,451	(2/83)
46	McCaw Communications	104,800	(5/83)
47	Midcontinent Cable Systems[5]	104,232	
48	Buckeye Cablevision	101,105	(5/83)
49	American Cablesystems Inc.	98,000	(3/83)
50	Adelphia Communications	97,166	
51	Communications Systems Inc.	93,059	
52	Armstrong Utilities	89,633	(5/83)
53	Multi-Channel TV Cable Co.	84,000	(9/82)
54	Southmedia Co.	83,736	
55	Ultracom Inc.	77,000	(7/83)
56	Buford Television	76,653	(7/82)
57	Summit Communications	75,806	(5/83)
58	King Videocable Co.	75,724	(5/83)
59	Falcon Communications	75,000	(4/83)
60	US Cable Corp.	75,000	
61	Palmer Communications Inc.	73,813	(4/83)
62	McClatchy Newspapers	71,800	(5/83)
63	National Telecommunications Co.	71,450	(4/83)
64	Perry Cable TV Corp.	71,292	(5/83)
65	The Essex Group	70,124	
66	Wehco Video Inc.	69,183	(5/83)
67	Booth Communications	66,100	
68	American Cable Television Inc.	66,000	(4/83)
69	Acton Corp.	65,181	
70	Televents Inc.	64,757	(4/83)
71	Total TV Inc.	61,531	(5/83)
72	Lenfest Group	60,451	(4/83)
73	Omega Communications	60,000	(12/82)
74	Consolidated Cable Systems	56,300	
75	Pencor Services Inc.	56,489	
76	Ft. Pompano Beach	55,565	
77	Wabash Cablevision	53,650	(7/83)
78	Harte-Hanks Communications	52,425	(5/83)
79	Marsh Media	52,244	(4/83)
80	Omni Cable TV Corp.	50,130	
81	The Daily Press	49,000	(4/83)
82	Clear TV Cable Corp.	47,532	(10/82)
83	Selkirk Communications	45,540	(5/83)
84	Sonic Cable TV	45,444	
85	Susquehanna Broadcasting	45,078	
86	Greater Media	44,343	(5/83)
87	Hellicon Corp.	42,200	
88	Dondrey Cablevision	39,507	(7/83)
89	Matrix Enterprises	37,928	
90	United Video Management Comm.	36,500	(5/83)
91	Combined Cable Corp.	34,547	(5/83)
92	Joseph Gans	34,400	(3/83)
93	National Cablesystems Inc.	30,439	
94	Cable Communications of Iowa	30,300	(3/83)
95	United Broadcasting Co.	30,300	(3/83)
96	Multivision Group	29,494	(5/83)
97	Wisconsin Cablevision & Radio Co. Inc.	29,170	
98	Southern Cablevision	29,136	(8/82)
99	Cable Holding Inc.	28,097	
100	Mid America Media	27,768	(4/83)

Subscriber counts are as of 6/83 unless otherwise noted.
[1] Number is an estimate.
[2] Includes MetroVision, NewChannels, Vision Cable.
[3] Includes Tar River Communications.
[4] Includes owned and partially owned systems.
[5] Includes systems owned and with controlling interest.

Top 100 systems

Rank	Location	Operator	Basic Subs	
1	San Diego, Calif.	Cox Cable	221,585	(12/82)
2	Woodbury (Long Island), N.Y.	Cablevision Systems	192,000	(4/83)
3	Houston, Texas	Warner Amex	182,600	
4	Manhattan, N.Y.	ATC	174,415	(3/83)
5	San Antonio, Texas	Rogers UA	164,745	(5/83)
6	West Orange, N.J.	Maclean Hunter	149,991	(5/83)
7	Wayne, N.J.	Rogers UA	120,394	(5/83)
8	Tulsa, Okla.	United Cable TV	106,834	(5/83)
9	Audubon, N.J.	NYT Cable	105,332	
10	Erie County, N.Y.	Prime Cable	100,287	
11	Rochester, N.Y.[1]	ATC	100,000	
12	San Jose, Calif.	Gill Industries	97,850	
13	Austin, Texas	ATC	97,425	(3/83)
14	Cincinatti, Ohio	Warner Amex	95,000	(4/83)
15	Tidewater, Va.	Cox Cable	91,393	(12/82)
16	Baltimore County, Md.	Cattec Cablevision	90,153	
17	Seattle, Wash.	Group W Cable	87,618	
18	Central Islip, (Long Island) N.Y.	Viacom Cablevision	87,121	
19	Orlando, Fla.[1]	ATC	86,700	(3/83)
20	Memphis, Tenn.	ATC	85,025	(3/83)
21	Jefferson Parish/Kenner, La.	Cox Cable	82,962	(12/82)
22	Toledo, Ohio	Buckeye Cablevision	82,059	(5/83)
23	Manhattan, N.Y.	Group W Cable	81,464	
24	Jacksonville, Fla.	ATC	78,875	(3/83)
25	Grand Rapids, Mich.	General Electric	76,500	
26	Honolulu, Hawaii	ATC	76,000	(3/83)
27	Wilmington, Del.	Rollins Cable	74,800	(5/83)
28	San Diego, Calif.	ATC	74,525	(3/83)
29	San Francisco, Calif.	Viacom Cablevision	73,069	
30	Wichita, Kan.	Multimedia Cablevision	72,541	
31	San Juan, Puerto Rico	Harris Cable	70,335	(3/83)
32	Englewood, Colo.	United Cable	69,522	(5/83)
33	Richmond/Henrico County, Va.	Continental	68,770	(5/83)
34	Pittsburgh, Pa.	Warner Amex	68,600	(4/83)
35	Baton Rouge, La.	Daniels & Associates	67,000	
36	Flint, Mich.	Comcast	65,000	
37	Seattle, Wash.	Viacom Cablevision	63,522	
38	South Bend, Ind.	Heritage	62,745	
39	Melbourne, Fla.[1]	ATC	61,900	(3/83)
40	Columbus, Ohio	Warner Amex	61,000	(4/83)
41	Buffalo, N.Y.	Cablescope	60,082	(4/83)
42	Monterey, Calif.	Western Communications	59,567	
43	Santa Monica, Calif.	Group W Cable	58,817	
44	Dallas Complex, Texas	Warner Amex	58,000	(4/83)
45	Jefferson County, Ky.	Storer	58,000	
46	Snohomish County, Wash.	Viacom Cablevision	56,382	
47	Santa Barbara, Calif.	Cox Cable	56,167	(12/82)
48	Suburban Tacoma, Wash.	Cable TV of Puget Sound	56,123	
49	Boston Complex, Mass.	Warner Amex	55,840	(4/83)
50	El Paso, Texas	Group W Cable	55,711	
51	Kansas City, Mo.	ATC	55,300	(3/83)
52	Akron, Ohio	Warner Amex	55,000	(4/83)
53	Allentown, Pa.	Twin County Cable	55,000	(5/83)
54	Charlotte, N.C.	ATC	54,950	(3/83)
55	Harrisburg, Pa.	Sammons	54,541	(4/83)
56	Columbus, Ohio	Cadkal	54,500	
57	Cleveland, Ohio	Viacom Cablevision	54,457	(4/83)
58	Binghamton, N.Y.	NewChannels	53,461	(4/83)
59	Louisville, Ky.	Times Mirror	53,876	(5/83)
60	Sarasota, Fla.	Storer	53,200	(5/83)
61	Phoenix, Ariz.	American Cable Television	53,157	(3/83)
62	Dade/Broward counties, Fla.	Storer	53,000	(5/83)
63	St. Petersburg, Fla.	Group W Cable	52,336	
64	Allentown, Pa.	Service Electric	51,000	
65	Des Moines, La.	Heritage	50,732	(5/83)
66	Canton, Ohio	Warner Amex	50,400	(4/83)
67	San Diego County (Escondido), Calif.	Times Mirror	50,067	(3/83)
68	New Haven, Conn.	Storer	50,000	(5/83)
69	Indianapolis, Ind.	Wabash Cablevision	50,000	(7/83)
70	Port Arthur, Texas	Liberty	49,320	
71	Jackson, Miss.	ATC	49,125	(3/83)
72	Hartford, Conn.	Times Mirror	49,098	(3/83)
73	Peoria, Ill.	General Electric	48,300	(4/83)
74	Reading, Pa.	ATC	48,300	(3/83)
75	Charleston, S.C.	Storer	47,800	(5/83)
76	Chattanooga, Tenn.	Chattanooga Cable TV	47,791	
77	Shreveport, La.	ATC	47,750	(3/83)
78	New Britain, Conn.	United Cable	47,655	(5/83)
79	San Rafael/Marin County, Calif.	Viacom Cablevision	47,205	
80	Atlanta, Ga.	Cable America	47,000	
81	Bridgeport, Conn.	Southern Connecticut	46,111	
82	Fayetteville, N.C.	ATC	46,100	(3/83)
83	Westchester County, N.Y.	Rogers UA	45,181	(5/83)
84	Albany, N.Y.	ATC	45,075	(3/83)
85	Eugene, Ore.	Group W Cable	44,598	
86	DeKalb County, Ga.	Cable America	44,300	
87	Omaha, Neb.	Cox Cable	44,275	(12/82)
88	Birmingham, Ala.	ATC	44,175	(3/83)
89	Albuquerque, N.M.	Tribune Co. Cable	44,000	
90	Moline/Quint Cities, Ill.	Cox Cable	43,834	(12/82)
91	Oklahoma City, Okla.	Cox Cable	43,793	(12/82)
92	Scranton, Pa.	Verto Cable TV Corp.	43,746	(4/83)
93	Winston-Salem, N.C.	Summit Communications	43,431	(5/83)
94	Bakersfield, Calif.	Warner Amex	43,400	(4/83)
95	Lincoln, Neb.	MetroVision	43,315	(3/83)
96	Spokane, Wash.	Cox Cable	43,257	(12/82)
97	Lansing, Mich.	Continental	43,200	(3/83)
98	Oak Park, Ill.	Cablevision Systems	43,000	(5/83)
99	Brookhaven (Long Island), N.Y.	Rogers UA	42,431	(5/83)
100	Hillsborough, Fla.	Group W	42,348	

Subscriber counts are as of 6/83 unless otherwise noted.
[1] Figures are estimates.